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hardy herbs

MAR 23 1950

U. S. Department of Agriculture

Sherman K. and Vera B. Hardy

EIGHTY HILL STREET :: LEXINGTON, MASS.

Originators of the Herb-Bar

Dear Patron:

The use of Herbs as a seasoning for food is by no means something new. Unfortunately in recent generations their general use has become a lost art. It has been only in recent years that a revival of interest and use has taken place to the delight and satisfaction of those who have awakened to their possibilities for relieving food monotony.

From the outset of our venture in the production of Herb flavors for food seasoning we have tried to keep it on a personalized basis. In other words it seemed far better to keep it out of the "big business" class and confine our endeavors to an extent wherein we could personally control all phases; growing, drying, grinding, blending and packaging. By so doing we could be assured that whatever products we did offer were at their best in flavor and aroma.

The most common question asked by the neophyte is, "What herb do I use for this or that particular food?" We have answered that question with our herb blends.

HERB BLENDS. Consist of a combination of as many as seven or eight different herbs in the correct flavor balance for the dish for which it is marked. We realize that the use of one herb alone will and can give an acceptable flavor reaction but to truly compliment food flavor, a blending of several flavors increases the sense of flavor appreciation and certainly never tends to become monotonous. You will find the listing of our seven separate Herb Blends in price list.

Just a few words of instruction. Use only a pinch to begin with and increase as personal taste dictates. Heat releases full potency of the Herbs. Never subject herbs, to direct flame. Sauces, casseroles ideal places for herbs. Broiled dishes add Herbs just before serving.



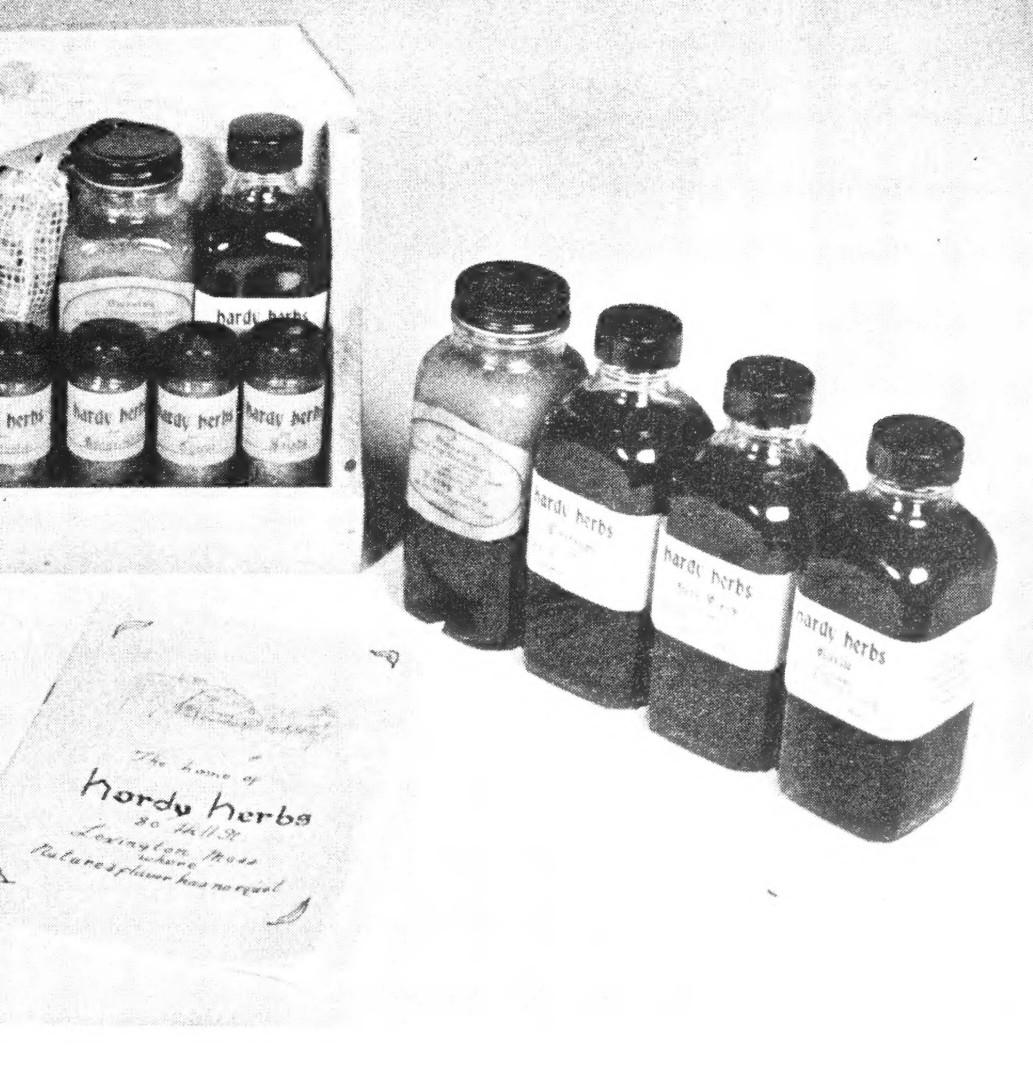
HERB VINEGARS. Vinegars are used in so many different ways that a full enumeration of their uses would fill a book. To enumerate only a few uses, marinating, salads and salad dressings, pickling etc. Why not go a step further and use vinegars that have been infused with flavors of the herbs. We offer you a red wine vinegar, accepted as the more pleasing by your gourmet, infused with the following flavors. Garlic, Tarragon and a Blend of Herb flavors.

HERB FLAVORING DRESSING. Made from wine vinegar, honey, vegetable oil and our own special combination of flavors. For some palates it may be too sharp, if so, add more oil, if too sweet add more vinegar. A salad dressing is such an individual affair we offer these suggestions, the use of either method will not alter the basic flavor of the dressing.

HERB WINE. A specialty! Includes wine infused with aromatic herbs and is to be used in small amounts as a flavoring agent for custards and fruit dishes.

HOT WINE. Wine infused with hot peppers and other herbs to be used sparingly in clear soups or other places where hot flavor is wanted.

HADJIMA. Another specialty. In reality a species of shalot or onion which combines the flavors of chive, garlic and onion all in one small bulb. From those who have once used Hadjima in salads meats etc. we receive repeated orders.



DRIED HERB BLENDS. For Fish; Meat and Poultry; Salads; Vegetables; Eggs; Soups; Cheese. Packed in air tight green glass for color and flavor preservation. Each, \$.30; any three, \$.85; all seven, \$2.00; double size \$.50; any three, \$1.40; all seven \$3.25.

HERB VINEGARS. Garlic; Tarragon; Herb Blend.

8 oz. bottles each \$.35; all three \$1.00

16 oz. bottles each \$.50; all three \$1.40

(on vinegars add .10 each bottle for postage) special quotations in gallon lots.

HERB DRESSING. 8 oz. bottles ea. \$.50; 16 oz. \$.90

HERB WINE. 2 oz. bottle \$.35; 8 oz. bottle \$1.25

HOT WINE. 2 oz. bottle \$.35; 8 oz. bottle \$1.25.

HADJIMA. In mesh bag \$.25 each.

MINT SAUCE. (mint, vinegar & honey) 8 oz. \$.40; 16 oz. \$.75.

HERB BAR. Includes 7 dried blends, 3 vinegars, dressing, Herb Wine and sack of Hadjima all in attractive natural pine container. Especially acceptable as a present. \$5.25.

HERB RACK. 7 dried Herb Blends in wooden holder \$2.30.

7 dried Herb Blends double size \$3.50.

All above prices are quoted cash with order unless satisfactory credit arrangements have been made. Prices as quoted include delivery (except where additions are noted) in United States proper. Special arrangements can be made with shops or other outlets wishing stocks for resale. These prices and terms furnished on request.

PLEASE!! In ordering by mail print names and addresses. Avoid confusion and mistakes.



HARDY HERB CANDIES

'OLD LEXINGTON' HOEHOUND. Made as it should be with sugar, honey butter and real horehound. To the older generation this brings back childhood memories to the younger generation a revelation in what real horehound tastes like. Its use need not be confined to the old notion of soothing a rough throat although it is excellent for that. Our horehound candy is eaten by many as a confection because they enjoy the slightly bitter sweet taste.

5 oz. \$.50; 1 lb. \$1.25; 1½ lb. can \$1.40.

'OLD LEXINGTON' PEPPERMINT; ANISE; CLOVE; CINNAMON; GINGER.

5 oz. \$.40; 1 lb. \$1.00; 1½ lb. \$1.30.

